

IN THE CLAIMS:

Please amend the claims as follows:

1. (amended) An apparatus for accessing and displaying multimedia content, comprising:

(a) database means for storing multimedia content records and associated references to media files for a multimedia presentation; and

(b) software engine means, executable on a computer, for seamlessly accessing a content record in said database means and locating and displaying associated media elements referred to in that content record.

7. (amended) An apparatus as recited in claim 1:
wherein at least one of said multimedia content records includes at least one custom tag;

wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to an interface program for display.

9. (amended) An apparatus as recited in claim 2:
wherein at least one of said multimedia content records includes at least one

custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said at least said portion of said content page is passed to an interface program for display.

11. (amended) An apparatus as recited in claim 3:

wherein at least one of said multimedia content records includes at least one custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said at least said portion of said content page is passed to an interface program for display.

13. (amended) An apparatus as recited in claim 4:

wherein at least one of said multimedia content records includes at least one custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding

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multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said at least said portion of said content page is passed to an interface
program for display.

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15. (amended) An apparatus as recited in claim 5:

wherein at least one of said multimedia content records includes at least one
custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding
multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said at least said portion of said content page is passed to an interface
program for display.

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17. (amended) A method as recited in claim 6:

wherein at least one of said multimedia content records includes at least one
custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding
multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said at least said portion of said content page is passed to an interface

program for display.

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18. (amended) A method as recited in claim 17:

wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display; and

wherein said displayed content page contains at least one custom tag for further navigation.

19. (amended) An apparatus for accessing and displaying multimedia content, comprising:

a database containing multimedia content records and references to media files for a multimedia presentation; and

a software engine, executable on a computer, said software engine seamlessly accessing a content record in said database and locating and displaying media elements referred to in that content record;

wherein at least one of said multimedia content records includes at least one custom tag;

wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;

wherein said software engine reads said multimedia content record; and

wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display;

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wherein said at least said portion of said content page is passed to an interface program for display; and

wherein said displayed content page contains at least one custom tag for further navigation.

Please add the following new claims:

20. An apparatus as recited in claim 1, wherein said seamless accessing of content records in said database does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

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21. An apparatus as recited in claim 2, wherein said seamless accessing of content records in said database does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

22. An apparatus as recited in claim 3, wherein said seamless accessing of content records in said database does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

23. An apparatus as recited in claim 4, wherein said seamless accessing of content records in said database does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

24. An apparatus as recited in claim 19, wherein said seamless accessing of content records in said database does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

B8 25. A multimedia delivery engine implemented as executable routines on a computer readable media for the seamless delivery of varied multimedia content to a user, comprising:

- (a) a reader routine configured to access HTML record content within a database;
- (b) a writing routine configured to write HTML text content of said HTML record content to a temporary cache file adapted for being read by an interface program for displaying said HTML text content in a display window;
- (c) a custom HTML tag processing routine configured to
 - (i) locate records in said database in response to a custom tag pointing to said database, copy record content to a temporary cache file, and display HTML content of said temporary cache file inclusive of graphics and hyperlinks contained therein,
 - (ii) locate and display images located within local storage devices within an illustration window in response to a custom tag directed at local storage resources,
 - (iii) load and run media components according to a custom tag from links or links within database records that may be located in a local storage

media or over a network connection, and

(iv) load web server-based content according to an additional custom tag;

(d) wherein varied multimedia content from local and remote storage and content of additional database records may be accessed and displayed as one seamless multimedia application.

26. A multimedia delivery engine as recited in claim 25, wherein said varied multimedia content comprises both high-bandwidth media for storage across local devices and current and time-sensitive content for storage remotely on an Internet server.

27. A multimedia delivery engine as recited in claim 26, wherein said high-bandwidth media comprises content retrieved from at least one mass storage device.

28. A multimedia delivery engine as recited in claim 25, wherein said multimedia delivery engine does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.

29. A method of delivering varied multimedia from a network enabled computer system in response to the contents of a database, comprising:

(a) accessing HTML record content within a database;

(b) writing HTML text content of said HTML record content to a temporary cache file adapted for being read by an interface program for displaying said HTML text content in a display window;

(c) locating records in said database in response to a custom tag pointing to said database, copying record content to a temporary cache file, and displaying HTML content of said temporary cache file inclusive of graphics and hyperlinks contained therein;

BS (d) locating and displaying images located within local storage devices within an illustration window in response to a custom tag directed at local storage resources,

(e) loading and running media components according to a custom tag from links or links within database records that may be located in a local storage media or over a network connection; and

(f) loading web server-based content according to an additional custom tag;

(g) wherein varied multimedia content from local and remote storage and content of additional database records may be accessed and displayed as one seamless multimedia application.

30. A method as recited in claim 29, wherein said varied multimedia content comprises both high-bandwidth media for storage across local devices and current and time-sensitive content for storage remotely on an Internet server.

31. A method as recited in claim 29, wherein said high-bandwidth media comprises content retrieved from at least one mass storage device.

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32. A method as recited in claim 29, wherein said method does not rely on the execution of individual components of programs which operate independently to display the various media content while not providing for any integration of the applications.
